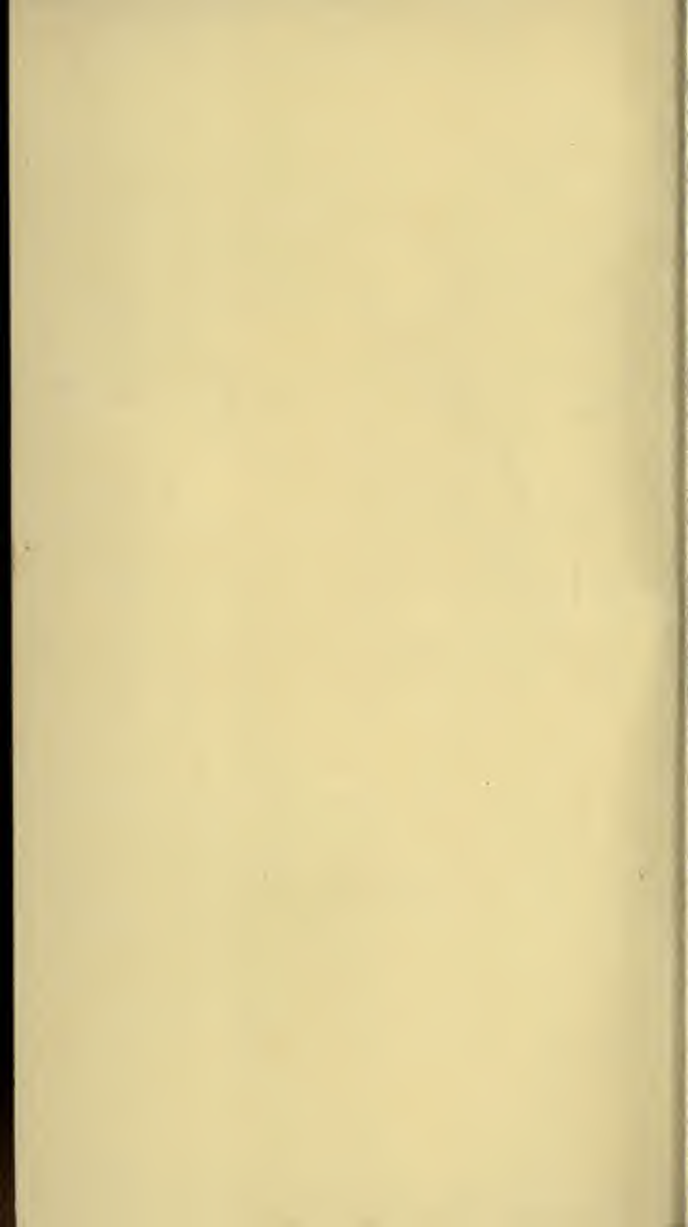


THE ADVANCE
FENCE CO.

PEORIA, ILL.



OUR METHOD

OF

DOING BUSINESS

**We Sell
Direct to the
Farmer.**

What's the use of any farmer in this progressive age helping to support a lot of agents or middlemen? Your money is just as good with us as theirs. The dealer's profit is the farmers loss. It adds nothing to the value of the goods, and for that reason we will sell to you direct all the wire fencing you want at wholesale prices. This means a distinct saving to you, for there is only one profit between you and the raw material—that's ours, and it is only a small profit we assure you. What we want is volume of business—increased sales—and past experience has taught us that the way to get business is to give every one his money's worth and the kind of fencing that will cause every farmer who buys it to tell his neighbors. That's the quality found in Advance fencing, and our trade on it is increasing every season.

**Our
Advantage
Over the
Dealer.**

The middleman or dealer is at a disadvantage in a good many ways. If he wants to be able to give his customers service anywhere near as good as the manufacturer can give he must carry a large stock on hand, which means a large storage room and a large investment of money, sometimes money on which he is paying interest. Furthermore, retail dealers almost without exception are obliged to sell more or less on time. This brings about a certain amount of inevitable

loss. True, this is the dealer's loss, but it must be made up by a little addition to the price. The man who buys in this way and pays his honest debts is also paying a part of the debts of the "dead beat."

The method by which we sell fence is absolutely fair to all concerned. For the sake of our customers as well as ourselves we must adopt a method by which it is impossible for any one to get fence from us without paying for it. Otherwise there would be losses which would have to be made up by an addition to the price. But we have endeavored to make our plan equally as fair and safe to our customers as to ourselves as explained in "Our terms" on the following pages.

Our offer to ship fencing on 30 days free trial looks to us like the fairest
Thirty Days kind of a proposition, and we be-
Free Trial lieve it will to you. Here is the idea:

If you are in need of fencing, or anything else in our line, send your order to us and we will not limit you to an examination at your railroad station, but you may take the fence home, put it up, turn the stock against it, and give it a thorough trial for thirty days. If it is not just as represented in every respect and perfectly satisfactory, send it back to us and we will refund the price paid for it. We will pay the freight back, too.

This gives you a chance to see and test the fence in actual use and judge for yourself of its merits—you don't have to take our word for it, and we leave the decision to you.

We don't care how you send the money but advise you to send it in such a way that there will be no danger of its being lost. Bank Draft, Postoffice
How to Money Order, Express Money
Send Money Order, or Registered Letter are all safe and satisfactory ways. If personal checks are sent add 25 cents to pay collection charge.

As explained before it is necessary, for the benefit of our customers as well as ourselves, that we adopt a plan for selling that is absolutely safe and fair to both the buyer and the seller. In order to show good faith we ask that at least one-fourth the amount be remitted with the order. We will then ship the fence to your railroad station and send bill of lading to your nearest bank or express office and will notify you where it has been sent. When the shipment arrives you can pay the balance to the bank or express agent, as the case may be, and he will deliver the bill of lading to you. When you present the bill of lading to the railroad agent he will deliver the shipment. When collections are made in this way the bank or express company will make a small charge which must be paid by the purchaser.

Our Terms If you prefer to send cash in full with your order you may deduct 3 per cent. **Cash Discount** discount from our prices. By remitting in full with order, in addition to the saving of 3 per cent. cash discount, the purchaser avoids the payment of collection or return charges on money. Nearly all of our customers send cash in full with their orders. Where shipments must be made via boat or electric railway, remittance in full should always accompany order.

Quantity or Club Discount No order is too small to receive careful attention from us, but we can handle large orders cheaper than we can small ones. As an inducement to get your friends and neighbors to join you in ordering we offer the following additional discounts on large orders:

- On orders of \$100.00 or more, deduct 3%.
 - On orders of \$200.00 or more, deduct 4%.
 - On orders of \$400.00 or more, deduct 5%.
- These discounts are in addition to the 3% allowed for cash.

**We Pay
Freight**

to your railroad station on orders of 40 rods or more. This enables you to know in advance just what the fence will cost delivered at your station. Don't compare our prices with those of others who do not pay the freight. F. O. B. factory prices are misleading. They don't tell how much it will cost at your station.

We prepay freight in full on all shipments of 40 rods or more, and if such a shipment is received with freight charges attached show the agent the receipted bill of lading which will be sent to you at the time of shipment and endeavor to have him correct the error. However, if he refuses to do so, pay the freight, send us the freight receipt showing the amount you have paid and we will refund it to you and file claim against the railroad company for the overcharge.

**Freight on
Boat or
Electric
Railway
Shipments**

Being unable to secure through rates of freight to points that can only be reached by boat or electric railway, on shipments to such points our prices will only include freight prepaid to the nearest steam railroad station, boat or electric railway charges to be paid by purchaser.

**Flag
Stations**

If there is no agent at your railroad station we cannot fill orders unless the entire amount is paid in advance, either to us or to some Peoria bank, as railroad companies do not accept C.O.D. shipments to flag stations. On orders of less than 40 rods the customer pays the freight and if such order is to be sent to a station where there is no agent, a sufficient amount must be added to the remittance to prepay the freight.

**We Guarantee
Delivery**

If you place an order with us we guarantee its safe delivery at destination. That is, if the shipment is damaged or lost in transit we will either refund the purchase price

or replace the shipment. We stipulate, however, that you examine the shipment before taking it from station, and if it is damaged in any way have the agent make a note of it on your freight bill and also on the receipt which you sign. We take a clear receipt for the shipment in good order from the railroad company and hold them responsible to us for the safe delivery of same. If you sign a clear receipt to the transportation company for the shipment we have no recourse on them and cannot entertain a claim for damages under those circumstances.

We do this in order to relieve our customers of the inconvenience of filing claims against the railroad companies for overcharges, losses or damage, and also because we, being large shippers, can enforce payment of such claims much easier than our customers.

**Write for
Special
Prices** Tell us how much of the various styles of fence, gates, etc., you expect to use and we will quote you a net delivered price on the complete order. See our club offer, page 3.

**Length of
Rolls** **Advance Fence** is put up regularly in rolls of 10, 20, 30 and 40 rods, except that six-inch stay fence is not put up in rolls of more than 20 rods. We can cut special length rolls when desired, but as this causes more or less waste we are obliged to make an extra charge of 50 cents for each special length roll.

**Our Giant
Stretcher** is sold at a low price and on condition that you may use it to put up your fence and return it to us at any time within sixty days. If the stretcher is returned in good condition, making reasonable allowance for usage, we will refund the purchase price less freight both ways.

We are often asked how far apart posts should be set for erecting our fences.

Posts

In answer we would say this depends upon the style of fence used and the purpose for which it is intended. For a field, road or pasture fence where the 11-strand fence is used, the posts may be placed 25 to 30 feet apart. Where the 7 or 8-strand fence is used in connection with barbed or cable wire, or where the fence is used around a small lot or any place where stock will crowd against it frequently, the posts should not be more than 16 to 20 feet apart. Where posts are more than one rod apart, light wooden stays at intervals of eight or ten feet are desirable in any fence.

Complete for putting up **Advance Fence** will be sent to every purchaser. We

Directions want to lay particular stress on the importance of properly stretching the fence. Good solid end and corner posts, 8 to 10 inches in diameter, and proper bracing and stretching are essential with any woven wire fence. It costs very little to stretch a fence good and tight but it adds much to its effectiveness, durability and appearance.

Don't Waste trying to save money by making your own farm fence when you can

Your Time buy the **Advance Fence** all ready to put up at such low prices as we offer. It is a waste of money to buy, and a waste of time to operate a hand power machine. You cannot compete with steam power and improved farm machinery. By the time a farmer builds enough fence on one of these hand power machines to enclose his garden he is generally so disgusted with it that he never wants to build any more. There are thousands of hand machines all over the country, not worn out, but simply thrown away because the owners found them to be more bother than they were worth.

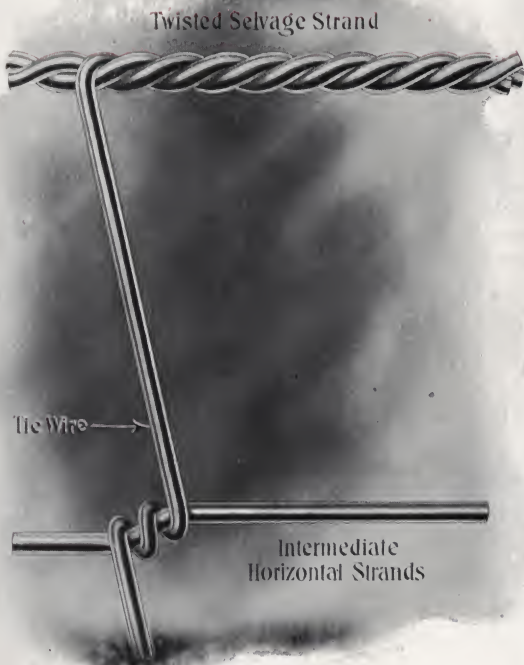
ADVANCE FENCE

How it is Made We have manufactured fence for about sixteen years and have learned how to weave a fence so as to obtain the greatest possible amount of strength from the wire used. It is not difficult to understand that it is poor economy in fence building to cut the wire into short pieces as is done by some manufacturers. Cutting the wires cannot give any additional strength. Every time a stay wire is cut it must be spliced again. But the way this is done, by wrapping the end of the stay once and a half or twice around the strand wire, gives only about one-half the original strength of the stay wire. Besides, where the wire is cut, the bare, ungalvanized steel is exposed and immediately begins rusting. Manufacturers of this kind of fence don't tell very much about its construction except how many pounds it weighs per rod.

Study Construction You should know more than this before you buy a fence. You should know whether the wire is used in a way to get all the service out of it that there is in it. In **Advance**

Fence the stay wire is from 30 to 40 rods long—not cut at the top and bottom or anywhere else, but woven into the fence continuously. The tie wire is twisted into the selvage from one stay to the next and then it runs across the fence, being tightly wound twice around each horizontal strand. When it reaches the bottom of the fence it is again twisted into the selvage to the next stay, where it again runs across the fence as described before. Thus we not only obtain all the strength there is in the wire, but have

a perfectly smooth fence without loose ends of wire to become unfastened, or to injure your hands or your stock. It costs a little more to weave fence in this way but it makes a better fence.



Notice the cut, how the stay wire is tightly wound twice around the horizontal strand and that the strand wire has a slight bend at that

point. That is why Advance tie wires can not slip, slide or bunch together. This bend also provides amply for expansion and contraction caused by changes in temperature. In order to properly adjust itself to changes in temperature a fence must not only be constructed on the right principle, but wire of the proper hardness and springiness must be used. We take this point into consideration when selecting wire to be used in **Advance Fence**. A fence in which the matter of expansion and contraction is not properly provided for will hang loose and sag after a cold winter.

Many Points of Merit The continuous stay wire is one of the important points of merit in **Advance Fence**, but there are many others. It requires more wire to make a fence of the same size mesh on the diamond mesh plan than on the square mesh plan. Anyone can readily understand that the shortest way for the stay wire to get from one strand to the next is to go straight across, and whenever the stay is run across at an angle there is a waste of wire. The result is that the fence must either cost more or be made of lighter wire, which would make a weaker fence and one that would rust out sooner. This is why diamond mesh fence has almost completely disappeared from the market as a field fence; and we venture to say that the day is not far distant when even poultry netting will be largely supplanted by square meshed fence made of the proper size wire.

Over Hilly Ground Another advantage, and indeed a great one, in favor of square meshed fence is that it can be stretched over hills and through hollows perfectly without cutting a wire and the stay wire will

always be in a perpendicular position. There being no diagonal brace wires in the fence there is nothing to hinder the fence from being drawn up, or down, as may be necessary on uneven ground. A fence with diagonal wires can not be properly stretched over uneven ground without cutting. For instance, on the crest of an elevation it would be necessary to cut the bottom wires to take out the slack, otherwise it would buckle. As **Advance Fence** adapts itself immediately to any kind of ground over which it is stretched it can be especially recommended as a portable fence.

We are Glad to Rectify Our Errors

We believe that it will be apparent to you after reading this book that it is our earnest desire to do business to the satisfaction of our customers. Despite our best efforts it seems that some misunderstandings and errors will occur. In this case we will consider it a genuine favor if you will report the matter to us and give us an opportunity to rectify the same. A satisfied customer is our best advertisement, and we can not afford to have a dissatisfied one.

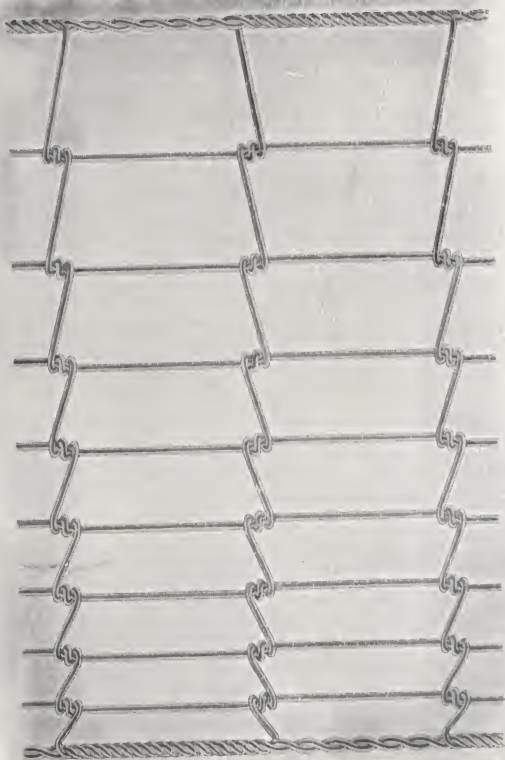
Saves Enough to Buy Good Posts

I regard your fence worthy of general inspection by all prospective buyers and your prices are hard to duplicate. Your method of dealing direct with us farmers on a basis of profit saving is very admirable. I will remember your honest dealings to all parties that stand in need of fence and wish to save enough to buy good posts for their needs. *

Thanking you for the beautiful pasture that I am now making to your credit, I am,
Yours truly,
BENNETT TRAVIS, Franklin, Neb.

LATER—We have put up 160 rods and have it in nice shape. You gave me the privilege to take it down in 30 days and return it if not satisfied. Now I will say you cannot look for it even if you would offer a large cash premium. It is what I have needed for years, an all-purpose fence. I was raised 70 miles below Peoria in Schuyler County and know the old rail fence to perfection, but your fence beats them all in price and quality.

B. TRAVIS.



On this page we show a section illustrating exactly how Advance Fence is constructed. Notice how the tie or stay wire is woven into the selvage strands, making a perfectly interwoven and smooth fence.

Telegraph Code

To any of our customers finding it necessary to order or inquire by telegraph, we suggest the use of the code on this page in connection with the code throughout the book. In ordering by telegraph deposit the proper amount with your Banker and have him telegraph the order to us, using the code. Where purchasers are in a hurry, this will enable us to ship orders immediately and not wait until the remittance is received here. All telegraph orders should be confirmed by letter immediately.

Code---Concerning Shipments

Valve	Ship by freight immediately.
Vamp	Ship by express immediately.
Vane	Ship as soon as possible.
Vapor	Enter my order for.
Various	Particulars will follow by mail.
Vary	How soon and at what price can you ship
Vault	Ship, in addition to previous order
Velvet	If my last order has not been shipped, add.
Violet	You may substitute.
Vexed	Name lowest price for.
Vocal	(Name of Purchaser) has deposited with usdollars for which ship.

Code---For Various Numbers of Rods

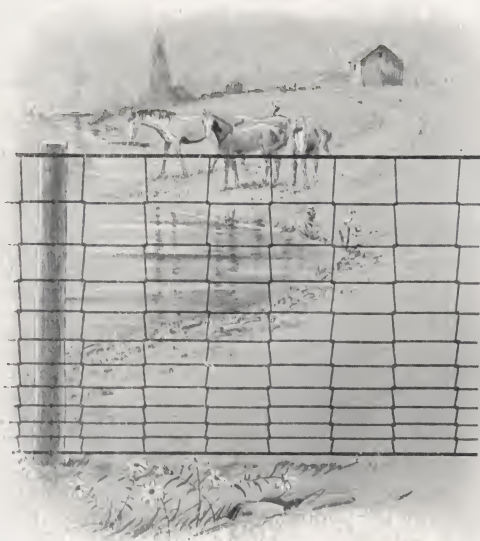
Wad	10 rods	Waught	520 rods
Wager	20 "	Waved	540 "
Waif	30 "	Wavure	560 "
Wair	40 "	Waxen	580 "
Wake	50 "	Wayed	600 "
Wald	60 "	Weak	640 "
Walm	70 "	Wealden	700 "
Walrus	80 "	Weasel	800 "
Walty	90 "	Weathered ...	900 "
Waltz	100 "	Wedge	1000 "
Waly	120 "	Weft	1100 "
Wampum	140 "	Weigher	1200 "
Wanderer	160 "	Weird	1300 "
Wangan	180 "	Weld	1400 "
Wango	200 "	Welkin	1500 "
Wanhope	220 "	Welter	1600 "
Wantless	240 "	West	1700 "
Warble	260 "	Wezand	1800 "
Wardian	280 "	Whack	1900 "
Warely	300 "	Wharl	2000 "
Wariment	320 "	While	2100 "
Warish	340 "	Whip	2200 "
Warlike	360 "	Whiten	2300 "
Warmful	380 "	Wicker	2400 "
Warping	400 "	Widen	2500 "
Washable	420 "	Wild	2600 "
Wastage	440 "	Wince	2700 "
Wasteful	460 "	Wing	2800 "
Watch	480 "	Wintry	2900 "
Waterish	500 "	Wistful	3000 "

ADVANCE FARM FENCING

is intended to meet the general requirements of the farm. The upper selvage (which is a two-strand cable) and the intermediate horizontal strands are made of No. 12 wire. The lower selvage (which is also a two-strand cable) and the tie wire are made of No. 13 wire. For spacing and distance between stays see description of the various styles underneath the illustrations.

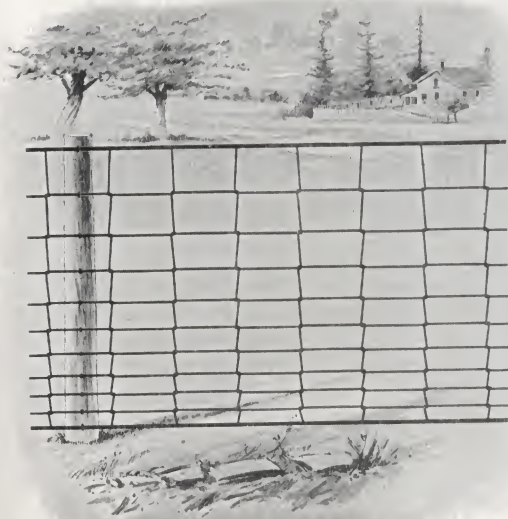
Order Early

We appreciate that promptness is a necessity to all satisfactory business dealings. That is why we fill up our warehouse with hundreds of miles of fence before the rush season comes on. In this way we are usually able to fill orders the same day that they are received, or the next. But delays in transit are likely to occur and in fact seem to occur most frequently when you are in the biggest hurry. Furthermore, it is impossible for us to estimate in advance the exact proportion of the various styles that will be required and therefore certain styles are likely to be exhausted before the end of the season. We therefore recommend that those needing fence order it as early as possible so as to be sure to have it when needed. It pays better to have the fence wait for you than for you to be obliged to wait for the fence.



This is our highest farm fence, and is suitable for fencing against anything in the way of farm stock. It is close enough
Twelve Strands, at the bottom to turn pigs, and
57 inches high is high enough to turn horses without additional wires at the top. The spacing between the strands is as follows: $2\frac{3}{4}$, $2\frac{3}{4}$, $3\frac{1}{4}$, $3\frac{3}{4}$, $4\frac{1}{4}$, $4\frac{3}{4}$, $5\frac{1}{4}$, 6, 7, 8 and 9 inches; 12-inch stays only.

No. 1257-A (Code—Saline).



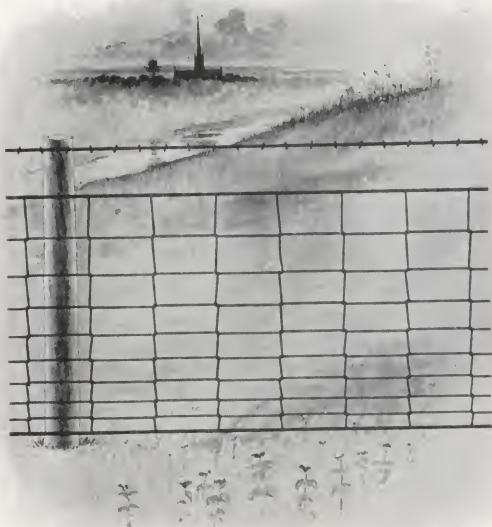
This fence is also suitable for turning all farm stock, $4\frac{1}{2}$ feet being considered high enough by many for horses. The **Eleven Strands,** spacing between the strands is as follows: $2\frac{3}{4}$, $3\frac{1}{4}$, $3\frac{3}{4}$, $4\frac{1}{4}$, $4\frac{3}{4}$, $5\frac{1}{4}$, 6, 7, 8 and 9 inches; 12-inch stays only.

No. 1154-A (Code—Salix).



A first-class fence, used largely in some sections for all-around farm fencing. The spacing between the strands is as follows: $3\frac{1}{4}$, $3\frac{3}{4}$, $4\frac{1}{4}$, $4\frac{3}{4}$, $5\frac{1}{4}$, 6, 7, 8 and 9 inches; 12-inch stays only.

No. 1051-A—(Code—Salter).



This is the farmer's favorite height, and is one of the most practical fences for general farm purposes. It should have a barbed or cable wire stretched over it to make it high enough for horses. The spacing between the strands is as follows: $2\frac{3}{4}$, $3\frac{1}{4}$, $3\frac{3}{4}$, $4\frac{1}{4}$, $4\frac{3}{4}$, $5\frac{1}{4}$, 6, 7 and 8 inches; 12-inch stays only.

No. 1045-A (Code—Saltless).



A favorite fence in some sections where an extra close fence is not required. It is suitable for turning any stock, except small pigs. The spacing between the strands is as follows:

**Nine Strands,
48 inches high**

$3\frac{3}{4}$, $4\frac{1}{4}$, $4\frac{3}{4}$, $5\frac{1}{4}$, 6, 7, 8 and 9 inches; 12-inch stays only.

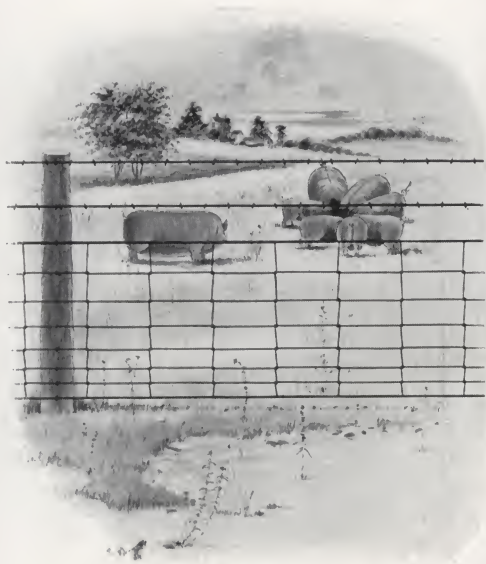
No. 948-A (Code—Sand).



This makes a good sheep fence. The addition of one or more barbed wires at the top is necessary to make it suitable for turning large stock. The spacing between the strands is as follows: $2\frac{3}{4}$, $3\frac{1}{4}$, $3\frac{3}{4}$, $4\frac{1}{4}$, $4\frac{3}{4}$, $5\frac{1}{4}$, 6 and 7 inches; 6 and 12-inch stays.

No. 937-A (Code—Satire) 12-inch stays.

No. 937-B (Code—Saturn) 6-inch stays.



A large demand for a 30-inch hog fence induces us to add this style. We predict that it will prove a most satisfactory fence. The spacing between the strands is as follows: $2\frac{3}{4}$, $3\frac{1}{4}$, $3\frac{3}{4}$, $4\frac{1}{4}$, $4\frac{3}{4}$, $5\frac{1}{4}$ and 6 inches; 6 and 12-inch stays.

No. 830-A (Code—Slide) 12-inch stays.

No. 830-B (Code—Sling) 6-inch stays.



This makes a good hog and cattle fence, if put up with two barbed wires above it. The spacing between the strands is as follows: $2\frac{3}{4}$, $2\frac{3}{4}$, $3\frac{1}{4}$, $3\frac{3}{4}$, $4\frac{1}{4}$, $4\frac{3}{4}$ and $5\frac{3}{4}$ inches; 6 and 12-inch stays.

Eight Strands,

$27\frac{1}{2}$ inches high

No. 827-A (Code—Savage) 12-inch stays.

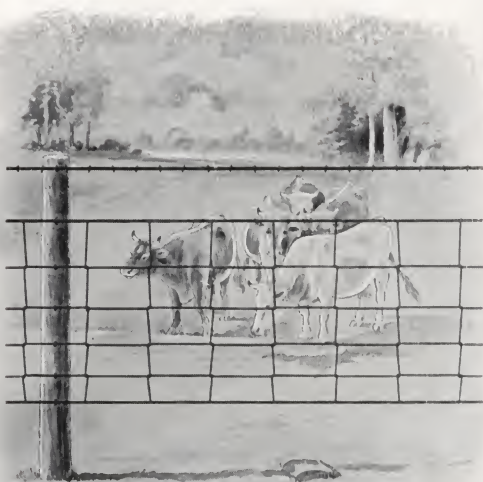
No. 827-B (Code—Saver) 6-inch stays.



This is the kind that is most used for a hog fence. It requires three barbed wires above
Seven Strands, it to make a good general purpose farm fence. The spacing
24½ inches high between the strands is as follows: $2\frac{3}{4}$, $3\frac{1}{4}$, $3\frac{3}{4}$, $4\frac{1}{4}$, $4\frac{3}{4}$, $5\frac{3}{4}$ inches; 6 and 12-inch stays.

No. 724-A (Code—Scene) 12-inch stays.

No. 724-B (Code—Scholar) 6-inch stays.



This is intended especially for horse and cattle fencing. It is generally stretched with the bottom cable from 15 to 20 inches above the ground, making a fence from 50 to 55 inches high. It is not intended for hog fencing. The spacing between the strands is as follows: 5, 6, 7, 8 and 9 inches; 12-inch stays only.

No. 635-A (Code - Sealer).

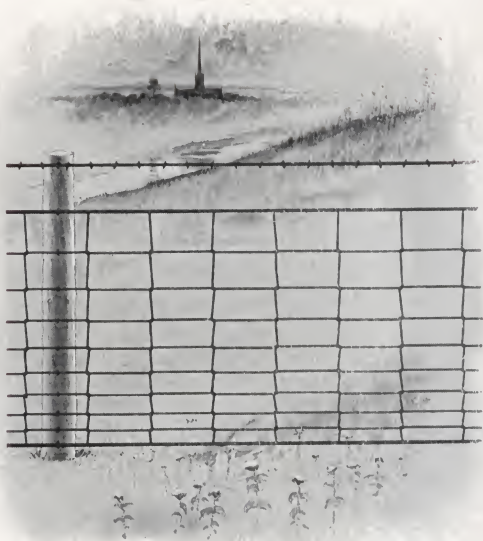
ADVANCE JR. FENCING

is the same as our regular Advance Farm Fence except that it is made of wire one size lighter throughout. That is, the upper selvage (which is a two-strand cable) and the intermediate horizontal strands are made of No. 13 wire, while the lower selvage (which is also a two-strand cable) and the stay wire are of No. 14 wire. This fence is especially adapted for places where a lighter fence will answer the purpose. It can hardly be recommended for small lots or other places where fence is put to very severe use. For such places our regular **Advance Farm Fence** should be used. For spacing and distance between stays see description of the various styles underneath the illustrations.

Die beste Fenz in der ganzen Umgegend.

Die vor einiger Zeit von Ihnen Bestellte Garten-Fenz erhalten. Ich habe dieselbe aufgestellt, und ich kann wohl behaupten, es ist die beste Fenz in der ganzen Umgegend, denn sie ist erstens stark und zweitens hält sie nicht nur Hasen und Hühner aus dem Gemüse-Garten, sondern auch Schweine können ihr nichts anhaben, und Rindvieh und Pferde, ja sogar Esel haben Respekt davor, weil sie 4 Fuß hoch ist. Wenn ich lebe und gesund bleibe werde ich bis zum Herbst wieder welche Bestellen denn meine 40 Acker Farm sieht jetzt schon um 100 Dollar besser aus.

Mit Gruß, Ihr
Friedrich Sempf, Wellsville, Mo.



This style is suitable for division fences, etc.
 It is not recommended for barn yards or
 places where an extra heavy
Ten Strand Jr. fence is required. The spacing
45 inches high between the horizontal strands
 is as follows: $2\frac{3}{4}$, $3\frac{1}{4}$, $3\frac{3}{4}$, $4\frac{1}{4}$, $4\frac{3}{4}$, $5\frac{1}{4}$, 6,
 7 and 8 inches; 12-inch stays only.

No. 1045-H (Code—Skyward).



This style may be used in places where the regular seven-strand is considered heavier than necessary. The spacing between the strands is as follows: $2\frac{3}{4}$, $3\frac{1}{4}$, $3\frac{3}{4}$, $4\frac{1}{4}$, $4\frac{3}{4}$ and $5\frac{3}{4}$ inches; 6 and 12-inch stays.

No. 724-H (Code—Slag) 12-inch stays.

No. 724-J (Code—Slater) 6-inch stays.



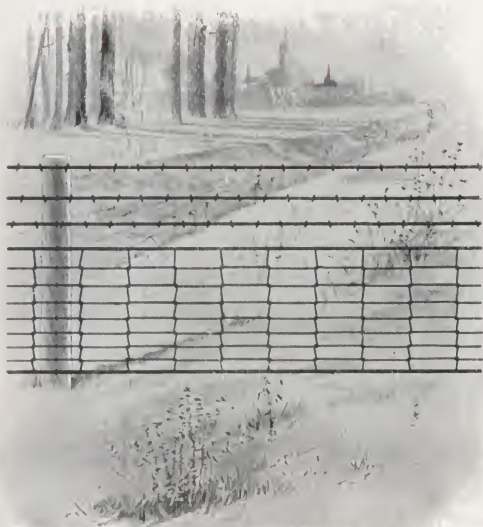
This is especially adapted for use at the bottom of hedges, to make them hog tight.

Six Strand Jr., The spacing between the strands
19 inches high is as follows: $2\frac{3}{4}$, $3\frac{1}{4}$, $3\frac{3}{4}$, $4\frac{1}{4}$
 and $4\frac{3}{4}$ inches; 6 and 12-inch
 stays.

No. 619-H (Code—Sledge) 12-inch stays.
No. 619-J (Code—Slender) 6-inch stays.

SPECIAL HOG FENCING

Our Special Hog Fencing is made of the same size wire as Advance Jr. Farm Fencing; that is, top cable and intermediate strands of No. 13 wire, bottom cable and tie wires of No. 14 wire, but it is woven closer. This fence is just the thing for hog lots, and the demand for it is rapidly increasing. It is made in two heights, 23 and 24 inches.



This is just the thing for use where an extra close hog fence is wanted to turn the little fellows, the strand wires being spaced closer than in the 23-inch fence. The spacing between the strands is as follows: $2\frac{3}{8}$, $2\frac{1}{2}$, $2\frac{5}{8}$, $2\frac{3}{4}$, 3, $3\frac{1}{4}$, $3\frac{1}{2}$ and $3\frac{3}{4}$ inches; 9-inch stays.

No. 924-E (Code—Thatch).



This style has proven to be an exceptional favorite for hog fencing. It will turn them all—large or small. The spacing **Eight Strands**, between the strands is as follows: $2\frac{5}{8}$, $2\frac{3}{4}$, 3, $3\frac{1}{4}$, $3\frac{1}{2}$, $3\frac{3}{4}$ and 4 inches; 9-inch stays.

No. 823-E (Code—Textile).

ADVANCE GARDEN FENCING

This style is suitable for inclosing gardens, orchards, lawns, poultry yards, barn-lots and all places where it is necessary to have a fence woven closely enough to turn poultry, and strong enough to turn all common farm stock. It is made on the same principle as the farm fence, using a small mesh and one size lighter wire, the horizontal strands being No. 13 wire, spaced 2 inches apart for the first few spaces at the bottom, gradually increasing the spaces to 4 inches in the upper part of the fence, as shown in the illustrations on pages 31, 32 and 33.

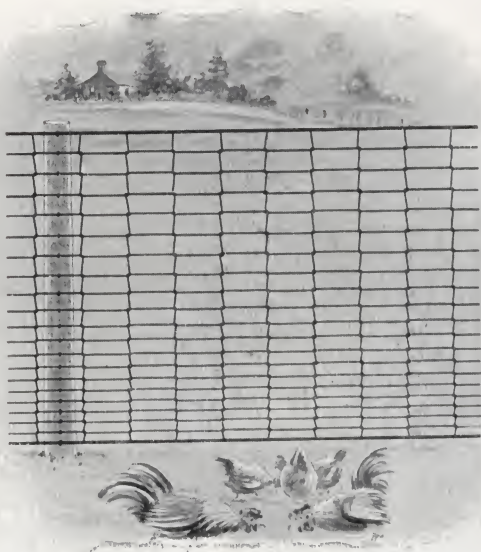
The top selvage strand consists of two No. 13 wires twisted together, while the lower selvage strand consists of two No. 14 wires twisted together.

The tie is of No. 14 wire woven in the same as in the farm fence, excepting that it is put in every 9 inches instead of every foot as in the farm fence.

The Strongest and Best Looking Garden Fence

The fence that was shipped to me was received in good order, and it is now up in good shape. I think that it is the best and strongest garden fence made, and a good looking fence at that. I am well satisfied with it. All my neighbors say that it is the best fence for a garden that they ever saw. I think the fence around our garden is the best fence in the township.

JOE ZEMAN, Mosinee, Wis.



This fence is especially designed for use around lots where an extra high and close fence is desired. It is close enough to turn poultry and strong enough to turn horses and other stock. The spacing between the strands is as follows: 2, 2, 2, 2, $2\frac{1}{8}$, $2\frac{1}{4}$, $2\frac{3}{8}$, $2\frac{1}{2}$, $2\frac{5}{8}$, $2\frac{3}{4}$, 3, $3\frac{1}{4}$, $3\frac{1}{2}$, $3\frac{3}{4}$, 4, 4, 4, 4, 4 and 4 inches; 9-inch stays.

**Twenty-one
Strands,
60 inches high**

No. 2160-E (Code—Tag).

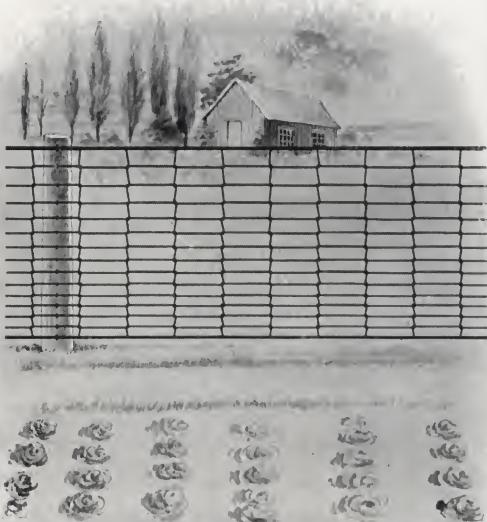


This is especially adapted for fencing gardens, poultry yards, and places where a close and strong fence is wanted. The spacing between the strands is as follows: 2, 2, 2, 2, $2\frac{1}{8}$, $2\frac{1}{4}$, $2\frac{3}{8}$, $2\frac{1}{2}$, $2\frac{5}{8}$, $2\frac{3}{4}$, 3, $3\frac{1}{4}$, $3\frac{1}{2}$, $3\frac{3}{4}$, 4, 4 and 4 inches; 9-inch stays.

Eighteen Strands, 48 inches high

No. 1848-E (Code—Taker) 48-inch Advance Garden Fence.

No. 1848-G (Code—Thorn) 48-inch Advance Jr. Garden Fence (See page 34).



This fence has been added to our line to meet the demand for a 3-foot garden fence, **Fifteen Strands, 36 inches high** some not wanting a fence 4 feet high. The spacing between the strands is as follows: 2, 2, 2, 2, $2\frac{1}{8}$, $2\frac{1}{4}$, $2\frac{3}{8}$, $2\frac{1}{2}$, $2\frac{5}{8}$, $2\frac{3}{4}$, 3, $3\frac{1}{4}$, $3\frac{1}{2}$ and $3\frac{3}{4}$ inches; 9-inch stays.

No. 1536-E (Code—Talon) 36-inch Advance Garden Fence.

No. 1536-G (Code—Theme) 36-inch Advance Jr. Garden Fence. (See page 34.)

ADVANCE JR. GARDEN FENCING

To meet the demand for garden fencing made of lighter wire, we have arranged to furnish our 18-strand 48-inch, and 15-strand 36-inch, garden fence made throughout of No. 14 wire. To distinguish it from Advance garden fencing it will be called **"Advance Jr." Garden Fencing.**

This style is especially adapted for inclosing poultry yards and gardens, where an extra heavy fence may not be desired. It is much heavier and stronger than poultry netting, and when the saving in the number of posts is considered, it will cost less than poultry netting. With this fence no top and bottom boards are necessary, and posts may be set from 16 to 25 feet apart. (See pages 32 and 33 for illustration and spacing).

THE ADVANCE FARM GATE

Consists of a heavy steel frame covered with our regular farm fence. Where it is desired to use it in connection with garden fencing we can cover the frame with that style of fence so that it will match, at an extra cost of 50 cents per gate over the price of the regular farm gate. The gate is well made in every detail, and is fully guaranteed. We can furnish this gate either 4, 4½ or 5 feet high, 6, 8, 10 or 12 feet wide.

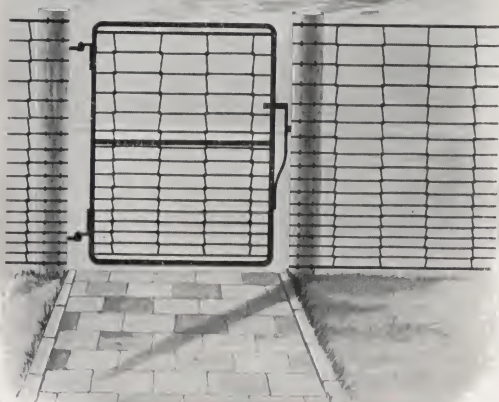


THE ADVANCE FARM GATE.

CODE	SIZE
Omission	4 feet high, 6 feet wide
Oppose	4½ feet high, 6 feet wide
Ordeal	5 feet high, 6 feet wide
Obedient	4 feet high, 8 feet wide
Obey	4½ feet high, 8 feet wide
Object	5 feet high, 8 feet wide
Occasion	4 feet high, 10 feet wide
Occurs	4½ feet high, 10 feet wide
Occupy	5 feet high, 10 feet wide
Olden	4 feet high, 12 feet wide
Olive	4½ feet high, 12 feet wide
Oleander	5 feet high, 12 feet wide

THE ADVANCE GARDEN GATE

The Advance garden gate has a heavy angle steel frame, with steel hinges, etc. The body of the gate is composed of garden fencing, securely fastened to the frame. The size of the frame is 3 feet wide by either 3 or 4 feet high. The distance between posts should be 3 feet 4 in., thus allowing space for hinges, etc.



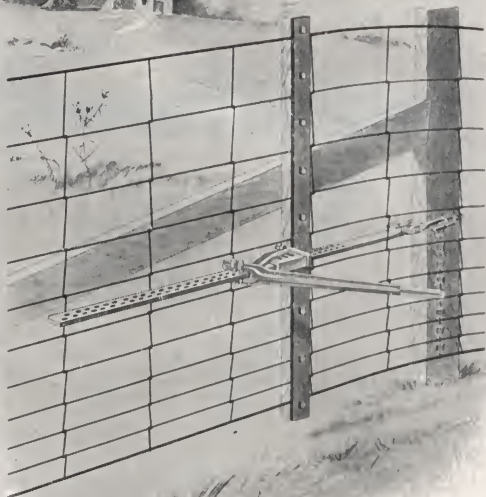
THE ADVANCE GARDEN GATE

We can furnish the gate 4 ft. wide, 3 or 4 ft. high at 25c extra over the price of the 3 ft. gate, and we can furnish the gate 5 ft. high, 3 or 4 ft. wide at 50c extra over the price of the 3 ft. gate.

CODE	REGULAR SIZES
Oarsman	3 feet high, 3 feet wide
Oatmeal	4 feet high, 3 feet wide

GIANT FENCE STRETCHER

This stretcher is the result of much careful study and many experiments. It has been made as handy and rapid as possible, strong enough to stretch any fence, and still the price is within the reach of all.



THE GIANT STRETCHER
(Code—Oak)

Being hitched to the anchor or end post, it draws the post back to a firm position before the fence is attached to it. This is much better than setting an extra post to hitch the stretcher to, thus permitting the fence to pull the post back as soon as the stretcher is detached.

It is reversible, right or left, can be operated from either side of the fence, and will stretch fence to a post set against the side of a building as conveniently as anywhere.

Pass the chain through the clevis on the
Directions. draw bar and around the end of
anchor post, placing the hook on
the chain over a link. Fasten the clamp bar
as far back on the fence as possible, but with-
in convenient reach of the hook-shaped sleeve
on the draw bar. Be careful to have the iron

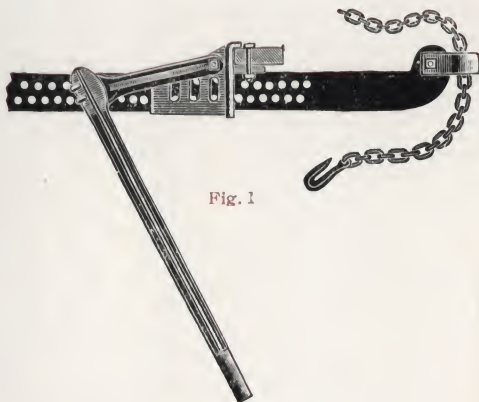


Fig. 1

part of the clamp next to the draw bar as shown in Fig. 1. Pass the draw bar through the second mesh in front of the clamp bar, and engage the sleeve with the clamp bar, as shown.

Now place the lever over the draw bar, and insert pin, move lever forward and insert second pin, move lever backward and move first pin one hole forward, and so on until the fence is tight enough. Fasten the fence to the post, drawing forward with your pliers what little slack remains. After working the pins backward a few points, the stretcher may be removed.

After a little practice, you will be able to make a stretch in a few minutes.

Big Profits in Well Fenced Farms

By far too many farmers are following the old-time practice of hauling their farm products to market in the form of grain, hay, etc. In other words, they throw an unfinished product upon the market in a form which carries with it the greatest possible amount of the fertility of their soils. It were infinitely better to market some half or entirely finished product in a more concentrated form and thereby leave the great bulk of the fertility on the farm for the production of future crops.

While it is true that most farmers are getting better crops than they did fifteen or twenty years ago, this is not due to increased fertility, but generally to the introduction of new and better varieties of grains, etc., better soil preparation and better cultivation. Summed up this means a better agriculture. While these increased crops satisfy most farmers, one must not make the mistake of thinking that better culture will take the place of fertility. One should remember always that the foundation of a successful crop is the requisite fertility in the soil.

These things being true it would naturally follow therefore, that those methods which conserve and increase the fertility of the soil are not only desirable but necessary and profitable. It would seem then that there is little justification in hauling from the farm great loads of hay and grain when they should be marketed in the form of a product which will leave the greatest amount of their fertilizing contents on the farm.

Every time a farmer sells a ton of wheat he sells \$11.62 in fertility; in a ton of clover hay he sells \$8.62 in fertility; in a ton of alfalfa hay he sells \$8.63 in fertility; in a ton of oats he sells \$7.81 in fertility and in a ton of corn he sells \$6.74 in fertility.

Now let us look at the other side of the question for just a moment. If these products be fed on the farm under the proper conditions and the resulting manure be returned to the soil, there is a very slight loss of fertility, for the following finished products which run low in fertilizing elements may be sold instead.

In selling a ton of finished beef on the hoof, the farmer sells but \$5.37 in fertility; in a ton of live hogs he sells but \$3.70 in fertility; in a ton of milk he sells but \$1.84 in fertility; in a ton of cheese he sells but 69 cents in fertility, and in a ton of butter he sells but 27 cents in fertility.

It would appear therefore that the best policy for the farmer is to adopt that system of crop rotation which will embrace not only the growing of grain but the breeding and feeding of stock, either for sale in the form of beef, pork, etc., or for the production of milk, cheese and butter.

In order to carry on such a policy it will be necessary to have the farm subdivided with a good class of fence, one against which any kind of stock can be turned and the owner rest secure in the knowledge that the stock will remain where it is put. There is an enormous

amount of grain and fodder going to waste annually which could be saved and turned into dollars if the farmer had his farm well fenced and stocked so that he could turn the stock into the fields as soon as the crops are harvested, letting the stock gather whatever of feed remains. Giving the animals the freedom of the fields will also materially benefit their general condition, and they will put on many pounds of flesh that will cost the farmer practically nothing.

In other words, in order to get out of a farm everything there is in it, it is necessary to put the farm in the best possible condition, and keep it there, and good woven wire fence will do more than any other single improvement to place a farm on the most favorable money making basis. If you doubt it, just ask the man who has tried it.

Admired By All.

My order of 135 rods of 937-A fence has been received and put up. I have turned and painted posts and the fence is in one straight line—level—and it is admired by every passer-by. Have no doubt but what you will have lots of fencing to furnish farmers in my neighborhood next spring, for it seems to catch their eye to perfection. Am well pleased myself. The Giant Stretcher is fine.

C. W. SEIDEL, Washingtonville, Pa.

The King of Stretchers.

The six rolls of Junior Fencing and Stretcher came to Maiden's Depot on the 28th. I got it home on the 29th. Three of us put up one-half mile of it in good shape—some through fields, but most of it through woods, over branches and hollows, and I must say that the Stretcher you sent has the greatest power, easiest to set and work, of any I ever saw. It should be named the King of Stretchers. You have my warmest thanks for sending it. All who have seen it admire it.

G. C. MAXWELL, Jefferson, Va.

Stronger and Cheaper.

Received the fence the 26th all right. I am well pleased. I consider it the best fence I ever saw—50 per cent. stronger and 25 per cent. cheaper.

EDWARD PALMER, Cantrall, Ill.

Saved 15 Cents a Rod.


I have received my hog fencing and am well pleased with same. Saved 15 cents per rod and got a better fence than I could have bought here. Thank you. When I want more fence I know where to get it.

W. J. DAUGHERTY, Strong, Kas.

Digitized by ASSOCIATION FOR PRESERVATION TECHNOLOGY, www.apti.org for the
BUILDING TECHNOLOGY HERITAGE LIBRARY

<https://archive.org/details/buildingtechnologyheritagelibrary>

From the collection of Gerron S. Hite, West Texas Collection, Angelo State University, San Angelo, TX



ADVANCE

TRADE MARK